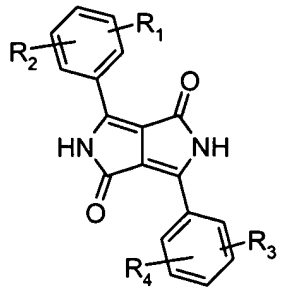
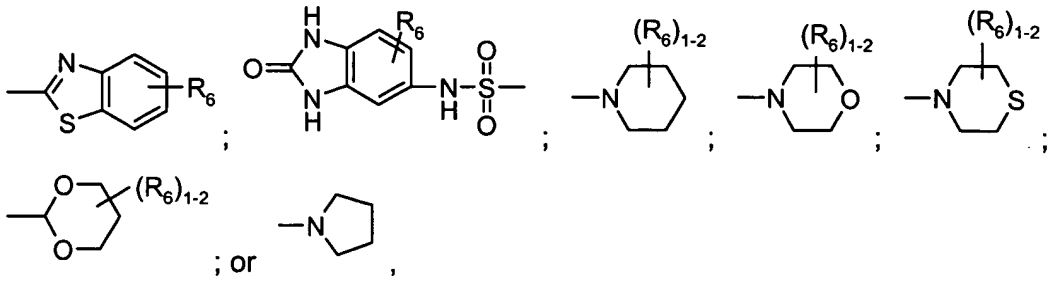
1. (original): A cosmetic formulation comprising at least one pigment of formula (I)



(I)

wherein

R_1, R_2, R_3 and R_4 independently from each other signify hydrogen; cyano; halogen; CF_3; NH_2; NR_5R_6; NR_5COR_5; $COOR_6$; $CONH_2$; $CONR_5R_6$; OR_6; $OCOR_5$; SR_5; SOR_5; SO_2R_5; $SO_2NR_5R_6$; SO_2OR_5; CHO; $Si(R_5)_3$; SO_3M; linear or branched C_1-C_{30}alkyl, which can be unsubstituted or substituted by one or more halogen, OH, OR_5, SR_5, NH_2, NR_5R_6, $COOR_6$, $CONR_5R_6$, $OCOR_5$ or SO_3M; linear or branched C_0-C_{30}alkylene-C_3-C_{12}cycloalkyl, which can be unsubstituted or substituted by one or more halogen, OH, OR_5, SR_5, NH_2, NR_5R_6, $COOR_6$, $CONR_5R_6$, $OCOR_5$ or SO_3M; linear or branched C_3-C_{30}alkenylene-C_3-C_{12}cycloalkyl, which can be unsubstituted or substituted by one or more halogen, OH, OR_5, SR_5, NH_2, NR_5R_6, $COOR_6$, $CONR_5R_6$, $OCOR_5$ or SO_3M; linear or branched C_3-C_{30}alkenyl, which can be unsubstituted or substituted by one or more halogen, OH, OR_5, SR_5, NH_2, NR_5R_6, $COOR_6$, $CONR_5R_6$, $OCOR_5$ or SO_3M; linear or branched C_0-C_{30}alkyleneC_3-C_{12}-cycloalkenyl, which can be unsubstituted or substituted by one or more halogen, OH, OR_5, SR_5, NH_2, NR_5R_6, $COOR_6$, $CONR_5R_6$, $OCOR_5$ or SO_3M; linear or branched C_3-C_{30}alkenylene-C_3-C_{12}cycloalkenyl, which can be unsubstituted or substituted by one or more halogen, OH, OR_5, SR_5, NH_2, NR_5R_6, $COOR_6$, $CONR_5R_6$, $OCOR_5$ or SO_3M; phenyl, which can be unsubstituted or substituted by one or more C_1-C_6alkyl, C_1-C_6alkoxy, halogen, cyano or formyl; linear or branched C_7-C_{24}aralkyl, which can be unsubstituted or substituted by one or more halogen, OH, OR_5, SR_5, NH_2, NR_5R_6, $COOR_6$, $CONR_5R_6$, $OCOR_5$ or SO_3M; linear or branched C_8-C_{24}aralkenyl, which can be unsubstituted or substituted by one or more halogen, OH, OR_5, SR_5, NH_2, NR_5R_6, $COOR_6$, $CONR_5R_6$, $OCOR_5$ or SO_3M;



wherein

R_5 signifies linear or branched C_1-C_{30}alkyl; C_3-C_{30}-alkenyl; C_3-C_{12}cycloalkyl; C_6-C_{14}aryl, which can be unsubstituted or substituted by one or more C_1-C_6alkyl, C_5-C_6cycloalkyl, C_1-C_6alkoxy, C_1-C_6thioalkyl or halogen; C_7-C_{24}aralkyl, which can be unsubstituted or substituted by one or more C_1-C_6alkyl, C_5-C_6cycloalkyl, C_1-C_6alkoxy, C_1-C_6thioalkyl or halogen or C_8-C_{24}aralkenyl, which can be unsubstituted or substituted by one or more C_1-C_6alkyl, C_5-C_6cycloalkyl, C_1-C_6alkoxy, C_1-C_6thioalkyl or halogen,

R_6 signifies hydrogen; linear or branched C_1-C_{30}alkyl; C_3-C_{30}-alkenyl; C_3-C_{12}cycloalkyl; C_6-C_{14}aryl, which can be unsubstituted or substituted by one or more C_1-C_6alkyl, C_5-C_6cycloalkyl, C_1-C_6alkoxy, C_1-C_6thioalkyl or halogen; C_7-C_{24}aralkyl, which can be unsubstituted or substituted by one or more C_1-C_6alkyl, C_5-C_6cycloalkyl, C_1-C_6alkoxy, C_1-C_6thioalkyl or halogen or C_8-C_{24}aralkenyl, which can be unsubstituted or substituted by one or more C_1-C_6alkyl, C_5-C_6cycloalkyl, C_1-C_6alkoxy, C_1-C_6thioalkyl or halogen, and

M signifies hydrogen; a metal atom or an ammonium group,

wherein the pigments have a specific surface area (BET) of 6 – 200 m^2/g, and

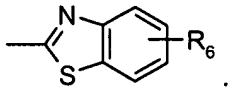
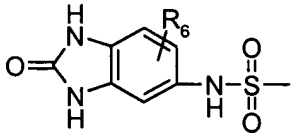
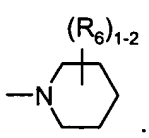
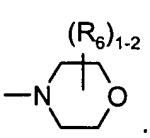
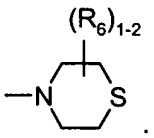
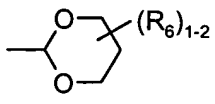
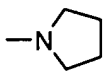
with the proviso that

(i) if R_1 is H, then R_2 is not H, C_1-C_{18}alkyl, C_1-C_4alkoxy, halogen, phenyl or SO_3M.

2. (original): A cosmetic formulation according to Claim 1, wherein the pigments have a specific surface area (BET) of 8 – 170 m^2/g.

3. (original): A cosmetic formulation according to Claim 1, wherein the pigments have a specific surface area (BET) of 10 – 150 m^2/g.

4. (currently amended): A cosmetic formulation according to ~~any one of Claims 1 – 3~~ Claim 1, wherein

R_1, R_2, R_3 and R_4 signify independently from each other hydrogen; cyano; halogen; CF_3; SR_5; SOR_5; SO_2R_5; $SO_2NR_5R_6$; NR_5R_6; $COOR_6$; $CONH_2$; $CONR_5R_6$; $OCOR_5$; linear or branched C_1-C_{18}alkyl, which can be unsubstituted or substituted by one or more OR_5, SR_5, NR_5R_6 or $COOR_6$; linear or branched C_0-C_{24}alkyleneC_3-C_8-cycloalkyl, which can be unsubstituted or substituted by one or more OR_5, SR_5, NR_5R_6 or $COOR_6$; linear or branched C_3-C_{24}alkenyleneC_3-C_8cycloalkyl, which can be unsubstituted or substituted by one or more OR_5, SR_5, NR_5R_6 or $COOR_6$; linear or branched C_3-C_{24}alkenyl, which can be unsubstituted or substituted by one or more OR_5, SR_5, NR_5R_6 or $COOR_6$; linear or branched C_0-C_{24}alkyleneC_3-C_8cycloalkenyl, which can be unsubstituted or substituted by one or more OR_5, SR_5, NR_5R_6 or $COOR_6$; linear or branched C_3-C_{24}alkenylene-C_3-C_8cycloalkenyl, which can be unsubstituted or substituted by one or more OR_5, SR_5, NR_5R_6 or $COOR_6$; phenyl, which can be unsubstituted or substituted by one or more methyl, methoxy or cyano; or linear or branched C_1-C_{18}alkoxy, which can be unsubstituted or substituted by one or more halogen, OH, OR_5, SR_5, NH_2, NR_5R_6, $COOR_6$, $CONR_5R_6$, or $OCOR_5$;  ;  ;  ;  ;  ;  ; or  , wherein

R_5 and R_6 have the meaning as defined in Claim 1.

5. (currently amended): A cosmetic formulation according to Claim 4, wherein

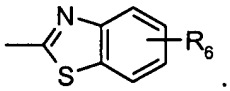
R_5 signifies linear or branched C_1-C_{18}alkyl; C_3-C_{18}alkenyl; C_3-C_8cycloalkyl; C_6-C_{10}aryl, which can be unsubstituted or substituted by one or more C_1-C_6alkyl, C_5-C_6cycloalkyl or C_1-C_6alkoxy; C_7-C_8aralkyl, which can be unsubstituted or substituted by one or more C_1-C_6alkyl, C_5-C_6cycloalkyl or C_1-C_6alkoxy; or C_8-C_{12}aralkenyl, which can be unsubstituted or substituted by one or more C_1-C_6alkyl, C_5-C_6cycloalkyl or C_1-C_6alkoxy, ~~and preferably~~

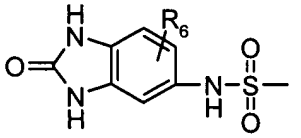
R_6 signifies hydrogen; linear or branched C_1-C_{18}alkyl; C_3-C_{18}alkenyl; C_3-C_8cycloalkyl; C_6-C_{10}aryl, which can be unsubstituted or substituted by one or more C_1-C_6alkyl, C_5-C_6cycloalkyl or C_1-C_6alkoxy; C_7-C_8aralkyl, which can be unsubstituted or substituted by

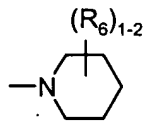
one or more C_1-C_6alkyl, C_5-C_6cycloalkyl or C_1-C_6alkoxy; or C_8-C_{12}aralkenyl, which can be unsubstituted or substituted by one or more C_1-C_6alkyl, C_5-C_6cycloalkyl or C_1-C_6alkoxy.

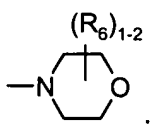
6. (currently amended): A cosmetic formulation according to ~~any one of Claims 1 - 3~~ Claim 1, wherein

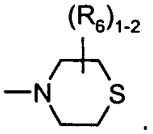
R_1, R_2, R_3 and R_4 independently from each other signify hydrogen; cyano; CF_3; SR_5; $SO_2NR_5R_6$; NR_5R_6; $COOR_6$; $CONH_2$; $CONR_5R_6$; $OCOR_5$; Cl; F; Br; linear or branched C_1-C_{18}alkyl, which can be unsubstituted or substituted by one or more OR_5, SR_5, NR_5R_6 or $COOR_6$; linear or branched C_0-C_6alkylene-C_3-C_8-cycloalkyl, which can be unsubstituted or substituted by one or more OR_5, SR_5, NR_5R_6 or $COOR_6$; linear or branched C_3-C_6alkenyleneC_3-C_8-cycloalkyl, which can be unsubstituted or substituted by one or more OR_5, SR_5, NR_5R_6 or $COOR_6$; linear or branched C_3-C_6alkenyl, which can be unsubstituted or substituted by one or more OR_5, SR_5, NR_5R_6 or $COOR_6$; linear or branched C_0-C_6alkyleneC_3-C_8cycloalkenyl, which can be unsubstituted or substituted by one or more OR_5, SR_5, NR_5R_6 or $COOR_6$; linear or branched C_3-C_6alkenylene-C_3-C_8cycloalkenyl, which can be unsubstituted or substituted by one or more OR_5, SR_5, NR_5R_6 or $COOR_6$; phenyl, which can be unsubstituted or substituted by one or more methyl, methoxy or cyano; or linear or branched C_1-C_6alkoxy, which can be unsubstituted or substituted by one or more halogen, OH, OR_5, SR_5, NH_2, NR_5R_6, $COOR_6$, $CONR_5R_6$ or $OCOR_5$;

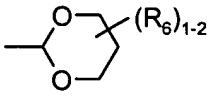

;

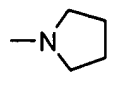

;


;


;


;


or


, wherein

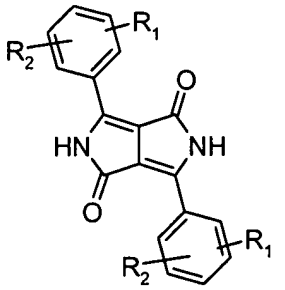
R_5 signifies linear or branched C_1-C_6alkyl; C_3-C_6alkenyl; C_3-C_8cycloalkyl; C_6-C_{10}aryl, which can be unsubstituted or substituted by one or more C_1-C_6alkyl, C_5-C_6cycloalkyl or C_1-C_6alkoxy; C_7-C_8aralkyl, which can be unsubstituted or substituted by one or more C_1-C_6alkyl, C_5-C_6cycloalkyl or C_1-C_6alkoxy; or C_8-C_{12}aralkenyl, which can be unsubstituted or substituted by one or more C_1-C_6alkyl, C_5-C_6cycloalkyl or C_1-C_6alkoxy,

R_6 signifies hydrogen; linear or branched C_1-C_6alkyl; C_3-C_6alkenyl; C_3-C_8cycloalkyl; C_6-C_{10}aryl, which can be unsubstituted or substituted by one or more C_1-C_6alkyl, C_5-C_6cycloalkyl or C_1-C_6alkoxy; C_7-C_8aralkyl, which can be unsubstituted or substituted by one or more C_1-C_6alkyl, C_5-C_6cycloalkyl or C_1-C_6alkoxy; or C_8-C_{12}aralkenyl, which can be unsubstituted or substituted by one or more C_1-C_6alkyl, C_5-C_6cycloalkyl or C_1-C_6alkoxy,

with the proviso that

(i) if R_1 is H, then R_2 is not H, C_1-C_6alkyl, C_1-C_4alkoxy, Cl, F, Br or phenyl.

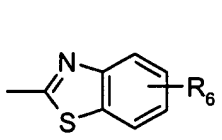
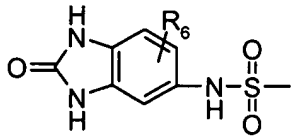
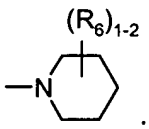
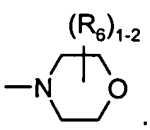
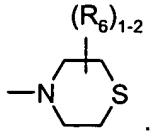
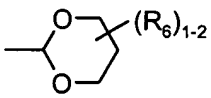
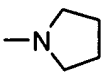
7. (currently amended): A cosmetic formulation according to ~~any one of Claims 1 – 3~~ Claim 1, comprising at least one pigment of formula (Ia)



(Ia)

wherein

R_1 and R_2 independently from each other signify hydrogen; cyano; halogen; CF_3; NH_2; NR_5R_6; NR_5COR_5; $COOR_6$; $CONH_2$; $CONR_5R_6$; OR_6; $OCOR_5$; SR_5; SOR_5; SO_2R_5; $SO_2NR_5R_6$; SO_2OR_5; CHO; $Si(R_5)_3$; SO_3M; linear or branched C_1-C_{30}alkyl, which can be unsubstituted or substituted by one or more halogen, OH, OR_5, SR_5, NH_2, NR_5R_6, $COOR_6$, $CONR_5R_6$, $OCOR_5$ or SO_3M; linear or branched C_0-C_{30}alkyleneC_3-C_{12}cycloalkyl, which can be unsubstituted or substituted by one or more halogen, OH, OR_5, SR_5, NH_2, NR_5R_6, $COOR_6$, $CONR_5R_6$, $OCOR_5$ or SO_3M; linear or branched C_3-C_{30}alkenylene-C_3-C_{12}cycloalkyl, which can be unsubstituted or substituted by one or more halogen, OH, OR_5, SR_5, NH_2, NR_5R_6, $COOR_6$, $CONR_5R_6$, $OCOR_5$ or SO_3M; linear or branched C_3-C_{30}alkenyl, which can be unsubstituted or substituted by one or more halogen, OH, OR_5, SR_5, NH_2, NR_5R_6, $COOR_6$, $CONR_5R_6$, $OCOR_5$ or SO_3M; linear or branched C_0-C_{30}alkyleneC_3-C_{12}cycloalkenyl, which can be unsubstituted or substituted by one or more halogen, OH, OR_5, SR_5, NH_2, NR_5R_6, $COOR_6$, $CONR_5R_6$, $OCOR_5$ or SO_3M; linear or branched C_3-C_{30}alkenylene-C_3-C_{12}cycloalkenyl, which can be unsubstituted or substituted by one or more halogen, OH, OR_5, SR_5, NH_2, NR_5R_6, $COOR_6$, $CONR_5R_6$, $OCOR_5$ or SO_3M; phenyl, which can be unsubstituted or substituted by one or more

C_1-C_6alkyl, C_1-C_6alkoxy, halogen, cyano or formyl; linear or branched C_7-C_{24}aralkyl, which can be unsubstituted or substituted by one or more halogen, OH, OR_5, SR_5, NH_2, NR_5R_6, $COOR_6$, $CONR_5R_6$, $OCOR_5$ or SO_3M; linear or branched C_8-C_{24}aralkenyl, which can be unsubstituted or substituted by one or more halogen, OH, OR_5, SR_5, NH_2, NR_5R_6, $COOR_6$, $CONR_5R_6$, $OCOR_5$ or SO_3M;  ;  ;  ;  ;  ;  ; or  ,

wherein

R_5 signifies linear or branched C_1-C_{30}alkyl; C_3-C_{30}-alkenyl; C_3-C_{12}cycloalkyl; C_6-C_{14}aryl, which can be unsubstituted or substituted by one or more C_1-C_6alkyl, C_5-C_6cycloalkyl, C_1-C_6alkoxy, C_1-C_6thioalkyl or halogen; C_7-C_{24}aralkyl, which can be unsubstituted or substituted by one or more C_1-C_6alkyl, C_5-C_6cycloalkyl, C_1-C_6alkoxy, C_1-C_6thioalkyl or halogen or C_8-C_{24}aralkenyl, which can be unsubstituted or substituted by one or more C_1-C_6alkyl, C_5-C_6cycloalkyl, C_1-C_6alkoxy, C_1-C_6thioalkyl or halogen,

R_6 signifies hydrogen; linear or branched C_1-C_{30}alkyl; C_3-C_{30}-alkenyl; C_3-C_{12}cycloalkyl; C_6-C_{14}aryl, which can be unsubstituted or substituted by one or more C_1-C_6alkyl, C_5-C_6cycloalkyl, C_1-C_6alkoxy, C_1-C_6thioalkyl or halogen; C_7-C_{24}aralkyl, which can be unsubstituted or substituted by one or more C_1-C_6alkyl, C_5-C_6cycloalkyl, C_1-C_6alkoxy, C_1-C_6thioalkyl or halogen or C_8-C_{24}aralkenyl, which can be unsubstituted or substituted by one or more C_1-C_6alkyl, C_5-C_6cycloalkyl, C_1-C_6alkoxy, C_1-C_6thioalkyl or halogen, and

M signifies hydrogen; a metal atom or an ammonium group,

with the proviso that

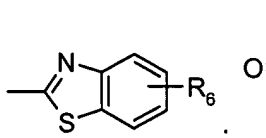
(i) if R_1 is H, then R_2 is not H, C_1-C_{18}alkyl, C_1-C_4alkoxy, halogen, phenyl or SO_3M.

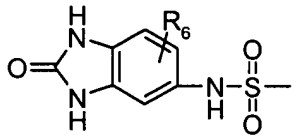
8. (original): A cosmetic formulation according to Claim 7,

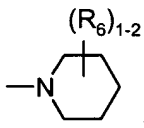
wherein

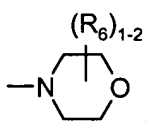
R_1 and R_2 independently from each other signify hydrogen; cyano; CF_3; SR_5; $SO_2NR_5R_6$; NR_5R_6; $COOR_6$; $CONH_2$; $CONR_5R_6$; $OCOR_5$; Cl; F; Br; linear or branched C_1-C_{18}alkyl, which can

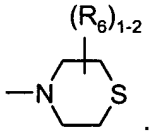
be unsubstituted or substituted by one or more OR_5, SR_5, NR_5R_6 or $COOR_6$; linear or branched C_0-C_6alkyleneC_3-C_8cycloalkyl, which can be unsubstituted or substituted by one or more OR_5, SR_5, NR_5R_6 or $COOR_6$; linear or branched C_3-C_6alkenyleneC_3-C_8cycloalkyl, which can be unsubstituted or substituted by one or more OR_5, SR_5, NR_5R_6 or $COOR_6$; linear or branched C_3-C_6alkenyl, which can be unsubstituted or substituted by one or more OR_5, SR_5, NR_5R_6 or $COOR_6$; linear or branched C_0-C_6alkyleneC_3-C_8cycloalkenyl, which can be unsubstituted or substituted by one or more OR_5, SR_5, NR_5R_6 or $COOR_6$; linear or branched C_3-C_6alkenylene-C_3-C_8cycloalkenyl, which can be unsubstituted or substituted by one or more OR_5, SR_5, NR_5R_6 or $COOR_6$; phenyl, which can be unsubstituted or substituted by one or more methyl, methoxy or cyano; linear or branched C_1-C_6alkoxy, which can be unsubstituted or substituted by one or more halogen, OH, OR_5, SR_5, NH_2, NR_5R_6, $COOR_6$, $CONR_5R_6$ or $OCOR_5$;

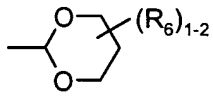

;

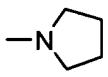

;


;


;


;


; or


, wherein

R_5 signifies linear or branched C_1-C_6alkyl; C_3-C_6alkenyl; C_3-C_8cycloalkyl; C_6-C_{10}aryl, which can be unsubstituted or substituted by one or more C_1-C_6alkyl, C_5-C_6cycloalkyl or C_1-C_6alkoxy; C_7-C_8aralkyl, which can be unsubstituted or substituted by one or more C_1-C_6alkyl, C_5-C_6cycloalkyl or C_1-C_6alkoxy; or C_8-C_{12}aralkenyl, which can be unsubstituted or substituted by one or more C_1-C_6alkyl, C_5-C_6cycloalkyl or C_1-C_6alkoxy,

R_6 signifies hydrogen; linear or branched C_1-C_6alkyl; C_3-C_6alkenyl; C_3-C_8cycloalkyl; C_6-C_{10}aryl, which can be unsubstituted or substituted by one or more C_1-C_6alkyl, C_5-C_6cycloalkyl or C_1-C_6alkoxy; C_7-C_8aralkyl, which can be unsubstituted or substituted by one or more C_1-C_6alkyl, C_5-C_6cycloalkyl or C_1-C_6alkoxy; or C_8-C_{12}aralkenyl, which can be unsubstituted or substituted by one or more C_1-C_6alkyl, C_5-C_6cycloalkyl or C_1-C_6alkoxy,

with the proviso that

(i) if R_1 is H, then R_2 is not H, C_1-C_{18}alkyl, C_1-C_4alkoxy, Cl, F, Br or phenyl.

9. (currently amended): A cosmetic formulation according to ~~any of Claims 1 – 8~~ Claim 1 comprising

a) from 0.0001 to 50 % by weight, ~~preferably from 0.0001 to 25 % by weight,~~ based on the total weight of the preparation, of at least one pigment of formula (I), and

b) from 50 to 99.9999 % by weight, ~~preferably from 75 to 99.9999 % by weight,~~ based on the total weight of the preparation, of a cosmetically suitable carrier.

10. (currently amended): A cosmetic preparation or formulation according to ~~any one of claims 1 to 9~~ Claim 1, which is in the form of a stick comprising up to 99.9999 % by weight of fatty components.

11. (currently amended): A cosmetic preparation or formulation according to ~~any one of claims 1 to 9~~ Claim 1, which is in the form of an anhydrous or aqueous ointment or cream.

12. (currently amended): A cosmetic preparation or formulation according to ~~any one of claims 1 to 9~~ Claim 1, which is in the form of a water-in-oil emulsion or in the form of an oil-in-water emulsion comprising from 1 to 98.8 % by weight of the fatty phase, from 1 to 98.8 % by weight of the aqueous phase and from 0.2 to 30 % by weight of an emulsifier, in each case based on the total weight.

13. (currently amended): A cosmetic preparation or formulation according to ~~any one of claims 1 to 9~~ Claim 1, which is in the form of a powder and comprises an inorganic or organic filler, such as talc, zinc stearate, mica, kaolin, nylon powders, polyethylene powders, Teflon, starch, boron nitride, microspheres of copolymers, such as Expancel, Polytrap, silicone resin microbeads, polyethylene powder or polyamide powder, as well as adjuvants, such as binders or colourants.

14. (currently amended): A cosmetic preparation or formulation according to ~~any one of claims 1 to 9~~ Claim 1, which is in the form of a nail varnish and comprises from 0.1 to 5 % by weight of the pigment in a varnish base.

15. (currently amended): A cosmetic preparation or formulation according to ~~any one of claims 1 to 9~~ Claim 1, which is in the form of a shampoo, a cream or a gel for colouring the hair that is composed of the basic substances conventionally employed in the cosmetics industry.

16. (currently amended): A cosmetic preparation or formulation according to ~~any one of claims 1 to 15~~ Claim 1, which additionally comprises conventional cosmetic constituents~~, such as perfumes, antioxidants, preservatives and UV filters~~.

17. (new): A cosmetic preparation or formulation according to Claim 16, wherein the conventional cosmetic constituents are selected form the group consisting of perfumes, antioxidants, preservatives and UV filters.